

## ABSTRACT OF THE DISCLOSURE

A display device of the present invention prevents the display flow of brightness lines on a screen. Lines of image data are inputted to a data driver circuit one after another for every horizontal scanning period of the image data. The data driver circuit alternately repeats (i) a first step for generating a display signal corresponding to each one of the lines of the image data one after another for a fixed period and outputting the display signal to a pixel array N-times (N being a natural number equal to or greater than 2) and (ii) a second step for generating a display signal which makes the luminance of the pixels lower than the luminance of the pixel in the first step for the fixed period and outputting the display signal to the pixel array M-times (M being a natural number smaller than N). The scanning driver circuit alternately repeats (i) a first selection step for selecting the plurality of pixel rows for every Y rows (Y being a natural number smaller than the N/M) sequentially from one end to another end of the pixel array along the second direction in the first step and (ii) a second selection step for selecting the plurality of pixel rows other than the pixel rows (Y×N) rows selected in the first selection step sequentially from one end to another end of the pixel array for every Z rows (Z being a natural number not less than N/M) along the second direction. The display signal outputted in the first step

of the image data is delayed from a memory in which the display signal is stored in the vicinity of a boundary between one frame period and a frame period next to the one frame period within a time-sequential interval between the display signal which is outputted in the second step of the last image data in a certain frame period and the display signal which is outputted from the second step of the first image data in the next frame period.